

Subject: Re: Request Status on Wayfinding Grant & Medallions (Hollywood Media District) REPROGRAMMING

From: Carlos Rios

Date: 06/23/2016 01:41 PM

To: Media District

CC: Dan Halden <daniel.halden@lacity.org>, Jim Omahen <jim@mediadistrict.org>, Joseph Keung <joseph.keung@lacity.org>, Sunil Rajpal <sunil.rajpal@lacity.org>

Hello Team,

My apologies for the delayed response to this request. Last we left off, I was going to reach out to Metro to see about re-scoping the original grant to include elements that are feasible with minimal implementation hurdles. I did get a response from Metro, and it was not what I expected. The funds that were originally programmed for this project were what are referred to as STPL (don't really know what that stands for). But nonetheless, these funds are earmarked for rehabilitation and maintenance type of activities. With that, our original scope did not meet either one of these requirements. Having said that, I was advised by Metro, that if we indeed want to re-scope a project, let's go ahead and send them a revised scope. DO we have an identified scope of work that we should be sending to Metro? Please advise.

Thanks

Carlos

On Wed, Feb 24, 2016 at 4:56 PM, Media District <lisa@mediadistrict.org> wrote:

Dear Carlos:

Its been a while since we spoke regarding the request to "reprogram" the Wayfinding Grant. You were going to see if that was feasible. Please let me know the status.

Thank you

Lisa Schechter
Executive Director
Hollywood Media District BID
1040 N. Las Palmas Avenue
Hollywood, CA 90038
(323)860-0025 Direct
(323)860-0026 Fax

MediaDistrict.org

From: Carlos Rios <carlos.rios@lacity.org>

Date: Wednesday, January 6, 2016 at 11:18 AM

To: Dan Halden <daniel.halden@lacity.org>

Cc: Lisa Schechter <lisa@mediadistrict.org>, Joseph Keung <joseph.keung@lacity.org>, Jim Omahen <jim@mediadistrict.org>, Rick Mayer <rmayer@trollermayer.com>, John Massoud <jmassoud@trollermayer.com>, Mike Malick <mike.malick@marcusmillichap.com>, Sunil Rajpal <sunil.rajpal@lacity.org>

Subject: Re: Wayfinding Grant & Medallions (Hollywood Media District)

Hello all,

I need an update in this as we are close to being inactive and are jeopardizing the funds. Please advise.

Thanks

Carlos

On Fri, Dec 11, 2015 at 5:10 PM, Dan Halden <daniel.halden@lacity.org> wrote:

Lisa, can you provide an update?



Dan Halden
Hollywood Field Deputy
Office of Councilmember Mitch O'Farrell
1722 Sunset Boulevard, Los Angeles, CA 90026
(213) 207-3015 | www.cd13.com

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On Fri, Dec 11, 2015 at 4:32 PM, Carlos Rios <carlos.rios@lacity.org> wrote:

Hi Dan,

Can we get the latest update on this? This project has been on hold for some time and we'd like to get some direction moving forward.

Please advise.

Thank you


Carlos

On Mon, Oct 26, 2015 at 1:52 PM, Dan Halden <daniel.halden@lacity.org> wrote:

Joseph et al, FYI -- Lisa and I will be meeting on this next week and then we will be in further touch with you all re: next steps. Thank you for your patience.



Dan Halden
Hollywood Field Deputy
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On Wed, Oct 21, 2015 at 3:08 PM, Media District <lisa@mediadistrict.org> wrote:

Dear Dan:

Of course I would love to meet regarding this outstanding grant. I believe that Joseph has requested an extension on the way finding grant - so that I can do the BID's due diligence in order to make an educated decision on behalf of the BID Board. Let me know what works best for you.

Regards,

Lisa Schechter
Executive Director
Hollywood Media District BID
1040 N. Las Palmas Avenue
Hollywood, CA 90038
[\(323\)860-0025](tel:(323)860-0025) Direct
[\(323\)860-0026](tel:(323)860-0026) Fax

MediaDistrict.org

From: Dan Halden <daniel.halden@lacity.org>

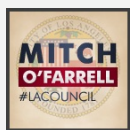
Date: Wednesday, October 21, 2015 at 1:17 PM

To: Joseph Keung <joseph.keung@lacity.org>


Cc: Jim Omahen <jim@mediadistrict.org>, Carlos Rios <carlos.rios@lacity.org>, Rick Mayer <rmayer@trollermayer.com>, John Massoud <jmassoud@trollermayer.com>, Lupe Sandoval <lupe.sandoval@lacity.org>, Mike Malick <mike.malick@marcusmillichap.com>, Lisa Schechter <lisa@mediadistrict.org>

Subject: Re: Wayfinding Grant & Medallions (Hollywood Media District)

Thank you, Joseph. Since August, the HMD has a new executive director, Lisa Schechter, who is CCed here. Now that there is new leadership in place, I suggest what I had recommended previously -- a meeting of everyone here to discuss next steps. Joseph, would you still be willing to meet?



Dan Halden
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On Tue, Oct 20, 2015 at 10:18 AM, Joseph Keung <joseph.keung@lacity.org> wrote:

To all,

I last received the email from Dan saying the HMD Board would like to proceed the project with medallions, but I did not receive any confirmation from HMD since August. I would like to know if this is the case. But let me reiterate that the original scope of the project is to install the gateway monument and wayfinding signage, and since the gateway monument is rejected by Caltrans (Santa Monica is state highway), any change in scope must be approved by Metro and Caltrans. Also, any change in scope will result in change of funding. Therefore, please let me know as soon as possible if you want to proceed with the changes. Please let me know if you have any questions. Thanks.



Joseph Keung
Transportation Engineering Associate
Los Angeles Department of Transportation
Tel.: [213-972-4977](tel:213-972-4977)







On Wed, Aug 5, 2015 at 10:47 AM, Dan Halden <daniel.halden@lacity.org> wrote:

I believe the Board voted to continue to pursue the medallions, is that correct Steven? Please confirm... If so, I'm happy to help set up a meeting so we can assist in pushing this project through. Please let me know.

Thanks,



Dan Halden
Hollywood Field Deputy
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On Tue, Aug 4, 2015 at 4:01 PM, Joseph Keung <joseph.keung@lacity.org> wrote:

Steven,

I would like to follow up with this project. Have your Board reached a decision regarding the project? I believe you and your Board had a meeting in late July, and I would like to know your final decision so I could notify Caltrans one way or the other. Please let me know as soon as possible. Thank you.



Joseph Keung
Transportation Engineering Associate
Los Angeles Department of Transportation
Tel.: [213-972-4977](tel:213-972-4977)



On Tue, Jul 21, 2015 at 10:32 AM, Steven Whiddon <steven@mediadistrict.org> wrote:

I feel it is not wise to schedule a meeting until the Board has reached a final decision—which should be later this week.

Steven Whiddon
Executive Director
[Hollywood Media District](http://HollywoodMediaDistrict.com)
steven@mediadistrict.org
O. [323-860-0025](tel:323-860-0025)
F. [323-860-0026](tel:323-860-0026)

<http://lacity.org/MyLA311/index.htm>





<http://cityclerk.lacity.org/m.clerkconnect/>

On Jul 20, 2015, at 9:15 PM, Dan Halden <daniel.halden@lacity.org> wrote:

How about Friday 8/7 at 10:30 AM?



Dan Halden
Hollywood Field Deputy
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On Mon, Jul 20, 2015 at 4:56 PM, Steven Whiddon <steven@mediadistrict.org> wrote:
I am not available on that day or at that time.

Steven Whiddon
Executive Director
[Hollywood Media District](#)
steven@mediadistrict.org
O. [323-860-0025](tel:323-860-0025)
F. [323-860-0026](tel:323-860-0026)

<http://lacity.org/MyLA311/index.htm>

<http://cityclerk.lacity.org/m.clerkconnect/>

On Jul 20, 2015, at 4:46 PM, Carlos Rios <carlos.rios@lacity.org> wrote:

I am available on the 31st at 10:00 am.




Carlos

On Mon, Jul 20, 2015 at 10:08 AM, Dan Halden <daniel.halden@lacity.org> wrote:
Yes, we would definitely like to meet before any decisions are made. Can folks meet on **Friday 7/31 at 10:00 AM?**

Thanks,



Dan Halden
Hollywood Field Deputy
Office of Councilmember Mitch O'Farrell
1722 Sunset Boulevard, Los Angeles, CA 90026
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On Mon, Jul 20, 2015 at 6:49 AM, Carlos Rios <carlos.rios@lacity.org> wrote:
Thank you Steve.

We will need to notify our Council Office if indeed we will be dropping this project.

Joseph, can you please coordinate a meeting with CD 13?

Thanks

Carlos Rios

On Jul 17, 2015, at 3:05 PM, Steven Whiddon <steven@mediadistrict.org> wrote:

Hello!

On behalf of the Hollywood Media District BID, we would like to extend a heart-felt THANK YOU for the teamwork and good faith effort that was put into trying to make this project a reality. At this time, it is doubtful that the Media District will decide to move forward with the Wayfinding Grant & Medallions. A lot of time, energy and money was spent trying to negotiate with Cal-Trans—to no avail. At our last meeting, we discussed abandoning the project. I am awaiting an official decision from our Chair and Board of Director's and will a definitive answer by next Friday, July 24, 2015.

Thank you for staying in touch.

Steven Whiddon
Executive Director
[Hollywood Media District](#)
steven@mediadistrict.org
O. [323-860-0025](tel:323-860-0025)

<http://lacity.org/MyLA311/index.htm>

<http://cityclerk.lacity.org/m.clerkconnect/>

On Jul 17, 2015, at 1:11 PM, Joseph Keung
<joseph.keung@lacity.org> wrote:

I may not be able to attend the meeting, but just want to give you some background info about this project. This is a Metro Call-for-project back in 2001. The scope of the project is to install wayfinding signage and gateway monument along Santa Monica Blvd between Vine Ave and La Brea Ave. After DOT received authorization to proceed with design from Caltrans, there has been several concepts regarding the signage and the gateway monument. However, since Santa Monica is a state highway, all design must be approved by Caltrans. When DOT tried to submit the conceptual design to Caltrans for approval, the gateway monument has been rejected. Also, the signage has also been limited to public entities only. As a result, if we want to move forward with the project, Caltrans must be on board on this. Also, since this is Metro Call-for-project, any change in scope must be approved by Metro as well.

Please let me know if you have any questions or need any additional info. I will be happy to provide them. Thank you .



Joseph Keung
Transportation Engineering Associate
Los Angeles Department of Transportation
Tel.: [213-972-4977](tel:213-972-4977)

On Fri, Jul 17, 2015 at 12:03 PM, Dan Halden
<daniel.halden@lacity.org> wrote:

Would it help to have a meeting? CD13 would like to move this forward but, since there have been different iterations/designs over the years, and it has lasted for quite some time, I am unclear as to where exactly we are at this moment.

I propose a meeting to discuss all elements of the project at the CD13 District Office (Echo Park) within the next couple of weeks. ALL: please advise if you can meet on **Friday, July 31st at 10:00 AM at the CD13 District Office, 1722 Sunset Blvd in Echo Park.**

Thanks,



Dan Halden
Hollywood Field Deputy
Office of Councilmember Mitch O'Farrell
1722 Sunset Boulevard, Los Angeles, CA 90026
(213) 207-3015 | www.cd13.com

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On Thu, Jul 16, 2015 at 3:46 PM, Joseph Keung
<joseph.keung@lacity.org> wrote:

I would like to follow up with this project. Are you able to get any approval from the local and state elected officials? Caltrans sent the City a notice that if the project does not have show any progress in the near future, Caltrans will start the process to take away the funding to this project. Therefore, please let me know if there is a possibility that this project could move forward. Thank you.



Joseph Keung
Transportation Engineering Associate



On Thu, Jan 22, 2015 at 11:21 AM, Media District
<steven@mediadistrict.org> wrote:
Good Morning Joseph!

Please let this email serve as confirmation that the Hollywood Media District Property Owner's Association intends to move forward with this project. Note - we are working closely with our local and state elected officials and staff to move this through the approval process. Without cooperation from Cal-Trans, we would be wasting everyone's time. Please stay tuned and we should have updates by beginning of March, if not sooner.

Thank you for your continued patience. Please confirm receipt.

Steven Whiddon
Executive Director
Hollywood Media District
steven@mediadistrict.org
O. [323-860-0025](tel:323-860-0025)
F. [323-860-0026](tel:323-860-0026)

On Jan 20, 2015, at 7:46 AM, Joseph Keung
<joseph.keung@lacity.org> wrote:

Steven,

I would like to follow up with this project. I haven't received any email or phone call from you since November 2014, so I am not sure if you have made any decision regarding this project. Please send me an email or give me a call to discuss. Thank you.



Joseph Keung
Transportation Engineering Associate
Los Angeles Department of Transportation
Tel.: [213-972-4977](tel:213-972-4977)



On Mon, Nov 17, 2014 at 2:23 PM, Steven Whiddon <steven@mediadistrict.org> wrote:

Thank you! I will review the document this week. Once I feel I have digested the information, I will give you guys a call to set up a meeting to move forward.

Steven Whiddon
Executive Director
Hollywood Media District
steven@mediadistrict.org
O. [323-860-0025](tel:323-860-0025)
F. [323-860-0026](tel:323-860-0026)

On Nov 17, 2014, at 10:52 AM, Joseph Keung wrote:

See attached. This one is actually dated 3/15/2012.



Joseph Keung
Transportation Engineering Associate
Los Angeles Department of Transportation

On Fri, Nov 14, 2014 at 1:03 PM, Steven Whiddon <steven@mediadistrict.org>

wrote:

Rick,

Thanks for reaching out. I actually need some help in getting up to speed--starting from the very beginning of the project as I simply have not been given that information. I am happy to do a conference call with the group, or perhaps you and I can have the initial conversation prior to group call? Whatever you think is most respectful of everyone's time. I am available always on my cell. 323-60

Steven Whiddon
Executive Director
Hollywood Media District
steven@mediadistrict.org
O. [323-860-0025](tel:323-860-0025)
F. [323-860-0026](tel:323-860-0026)

On Nov 11, 2014, at 7:45 PM, Rick Mayer wrote:

Hi Steve: I am Rick Mayer, Troller Mayer Associates. We prepared the plans. If you have any questions or need something else let me know.

Regards, Rick

Sent from my iPhone

On Nov 11, 2014, at 3:10 PM, Steven Whiddon <steven@mediadistrict.org> wrote:

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rick May <rick.may@rippl.com>: john sullivan <jsullivan@rippl.com>

► Carlos Ferriss <carlos@imcivity.org> Conversion: Wayfinding Grant Subject: R

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O n T h u , J u n 1 3 , 2 0 1 3 a t 2 : 4 4 P M , J o s e p h K e u n g < joseph.keung@acuityperq.com > w r o t e :

T h e s t a n

standard that Caltrans uses is MUTCD (latest edition). You could download the full edition at

<http://mutcd.fhwa.dot.gov/>

Best regards,
Joseph

On Thu, Jun 13, 2013 at 2:42 PM

Carlos Rios & Carlisle Rios @ Integrity Property Group wrote

Yes, you are correct. But Jim was a skin

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Series < a href="http://series@imcivity.org" > wrote : The way findings signs have differed require

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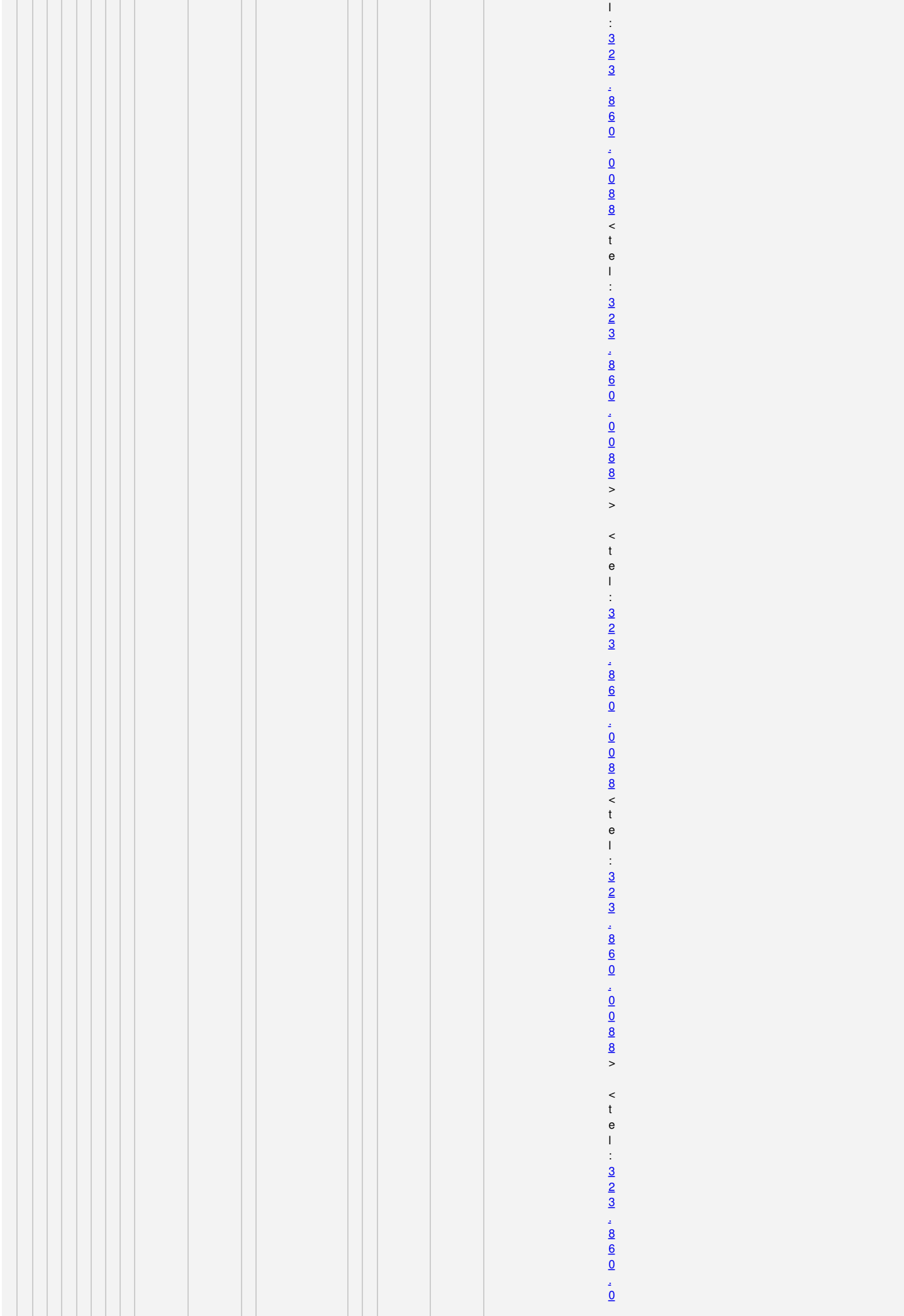
disfranchisement: original writers: Carlos, thanks for including me on the update. I have a question on that perhaps

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On 6/13/13 11:39 AM, "Susan Llevini" <sllevini@po.isis.com>

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/ 13 / 136 : 47 AM ; " Carlos Rios " < carlosrios@citypro.net > wrote :

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est Hollywood . Instead of continuing to wait for the upper management to give us their final decision

on, maybe we should start talking to West Hollywood and get their approval. The only recommendation

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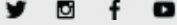


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